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.... SPECIAL OFFER OF

Clovena Hybrid Gladioli Bulbs

In Eight Classes of Ground Colors and Grand Mixture

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1904



MIXED BLOSSOMS OF CLOVENA HYBRIDS GLADIOLI

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1904

NEW YORK MARKET GARDENERS' ASSOCIATION

(INCORPORATED)

Clovena Nurseries, Richmond Borough, New York

P. O. Box 1423, NEW YORK

Cable Address, "NEWMARDEN, NEWYORK"

Telephone 112b West Brighton

Telegraph Address, West New Brighton, New York

GLADIOLI CLOVENA HYBRIDS

New Creations in Form and Color

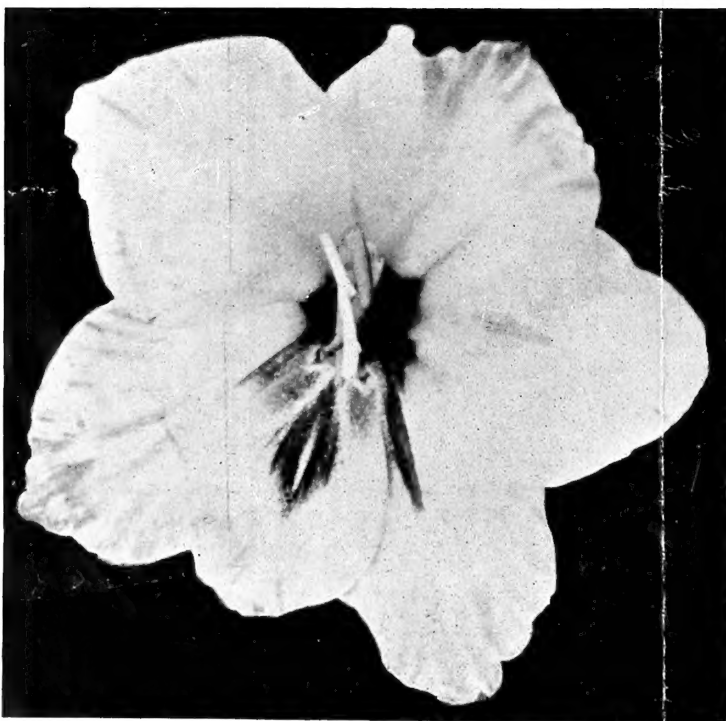
The Finest Mixtures in Cultivation

IN THE Clovena Nurseries, "Home of the Pansy and Gladiolus," we have been perfecting and growing for several years a new class of Gladioli—**Clovena Hybrids**, which has become famous wherever grown or seen. We secured the finest strains and races known to the world, from which again the newest and rarest types were selected from which to grow seed, after being crossed polonized, and this seed was planted alongside with the most costly hybridized seed procurable abroad and at home. The soil in Clovena is especially adapted to the perfect development of the Gladiolus from seed or bulblets, by reason of its special character and condition of moisture, hence we have successfully grown hundreds of thousands of Seedling Bulbs, comprising so wide a range of form and color, many of which are original with Clovena Hybrids and therefore are new creations, that they are indescribable.

It has been demonstrated that we can grow finer and better Pansies, both as to quality of bloom and vigor of plants, cheaper by reason of natural advantages of soil and moisture than any grown in the U. S., and the same conditions apply as well to the Gladioli, making it possible for us to produce quickly **THE BEST**, at less cost, than the old types and colors generally grown for commercial purposes. To partially illustrate that we



Type of Yellow Ground found in Class E Clovena Hybrid Gladioli.



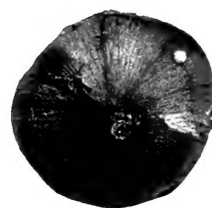
Type of White Ground found in Class C Clovena Hybrid Gladioli.

have succeeded beyond all expectation, we have had made a dozen half-tone cuts from photographs taken at our Nurseries, of a few of the forms as found in **Clovena Hybrids**. These cuts give only a faint idea of the wide range in colors, markings and shadings. We can as readily increase and secure more cheaply a stock of the rarest sorts, than the common old red kinds by the old methods. We therefore are enabled to offer in the Clovena Hybrids a mixture that contains new types, forms and colors, that when procured of the modern Hybrid Specialists would cost five to ten times as much. In fact, we will guarantee that not a single old or common flowering type can be found in this stock, and while we offer the stock at much less than the ordinary hybrids, the quality will be far superior to any half-dozen special strains, no matter under what names they are sold.

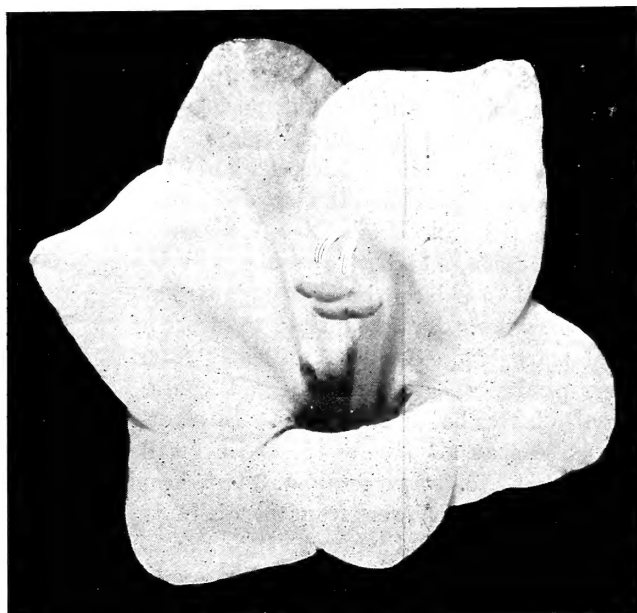
Last summer, when preparing for market, a single day's "cut," which often exceeded 10,000 spikes of bloom, visitors in trying to find duplicate flowers among Clovena Hybrids, would find the task an interesting study. The first impression was, that many forms and colors were duplicated, but when making close comparison a greater or less variation was found which made each distinct, so that when we state that this mixture contains over 10,000 distinct types, forms, colors, shadings and markings, no exaggeration is made. As the half-tone cuts represent, we have new styles, shapes and forms in the Gladioli that are wide departures from the old *Gandensis* type. The widest diversity is found in the colors and markings. There are purest white and shades of white with intricate markings; yellows, from

lemon to salmon; orange, in shades of canary, chrome and buff; creams, blushes, apple and peach blossom, pinks, rose, cerise, lavender, heliothrope, blue, scarlet, cherry, crimson, purple, bronze, brown reds, maroon, chocolate, slate, smoke colors in all the varying shades. Many delicately striped, marked, splashed, flamed, margined, varie-

gated, speckled, suffused, veined, marbled, blotched, feathered and penciled; some in porcelain hues and tints; others in Orchid colorings and textures, also soft effects of the Begonia—speckles and velvets of the Gloxinia, in endless combinations and creations, beyond human portrayal or description. Nature has responded so bountifully in the grand and varied “breaks” in Hybrid Gladioli that the modern blooms far excel the old standard named kinds. Those striving to work up a stock of say 300 to 500 new and distinct named kinds, are wasting much valuable time, and will soon fall behind in the ranks, as the distinct variations run up in the tens of thousands and quite precludes the old style of separation and naming. However, if anyone is so inclined, they can readily secure from a thousand of **Clovena Hybrids** many hundred distinct kinds that could readily be separated and named, and be superior to the many new named kinds at novelty prices. Clovena Hybrids are all first-class novelties. We earnestly invite comparative and competitive trials alongside of the best from any source or at any price.



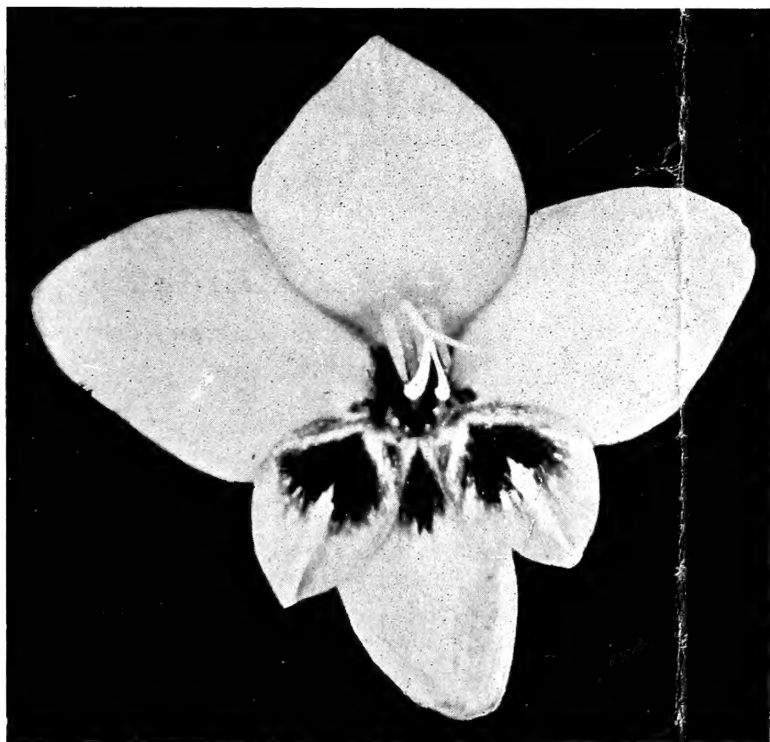
Size of Clovena Hybrid Bulbs



Type of Extra White Ground, found in Class C Clovena Hybrid Gladioli

SIZE OF BULBS

Unfortunately the gems in Gladioli seldom produce large bulbs, hence Clovena Hybrids do not come in giant bulbs—it is a well-established fact that strong, well-matured bulbs of $\frac{3}{4}$ inch in diameter will, under good cultivation, throw grand spikes of flowers; this applies as well to the common strong growing reds that make monster bulbs. Therefore, where quality is wanted, we grade No. 1 size from 1 inch in diameter and up and warrant best results. Beware of mammoth bulbs usually exhibited on counters; it means comparatively few colors and those of the strong growing kinds. When the greatest possible range in form and color is wanted we advise ordering No. 1, 2 and 3 sizes, as some of the rarest kinds do not usually grow over $\frac{3}{4}$ inch. At Clovena, under favorable conditions, many blooms appear on the beds planted to bulblets, and we often cut bloom from the beds planted with seed the first season. This of course is due entirely to the special nature of the soil and moisture, but when a little pains are taken to plant in rich, well drained soil, with proper moisture provided,



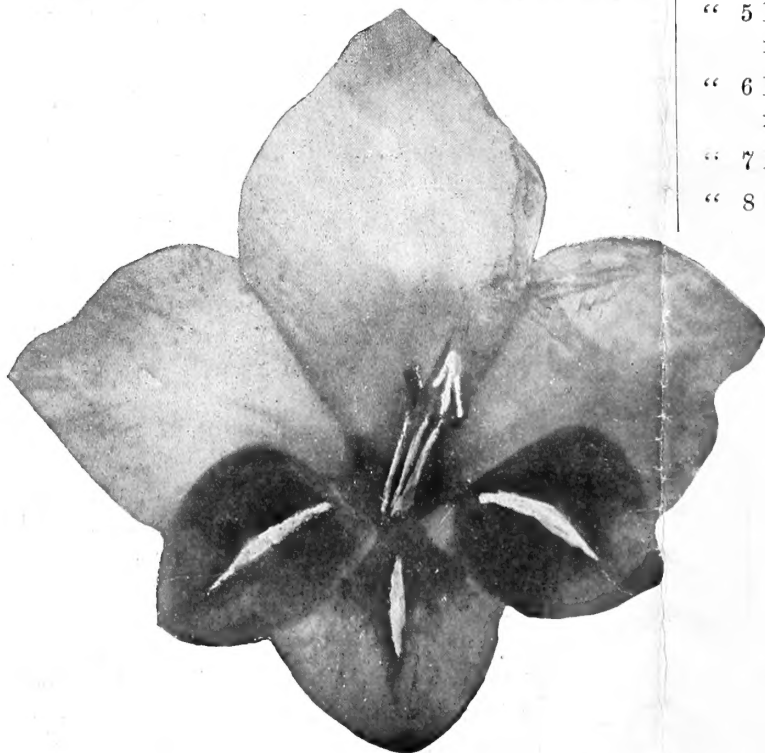
Type of Yellow Ground, found in Class E Clovena Hybrid Gladioli

sizes No. 4, 5 and 6 will give abundance of salable bloom, besides making a fine stock of salable bulbs in one season. These new forms of Gladioli are without equal either for bedding, massing or for borders in private grounds, also in Parks for masses of color. In fact, when quality as we now offer can be had at such reasonable prices, they should be included in all kinds of color effect and bedding work.

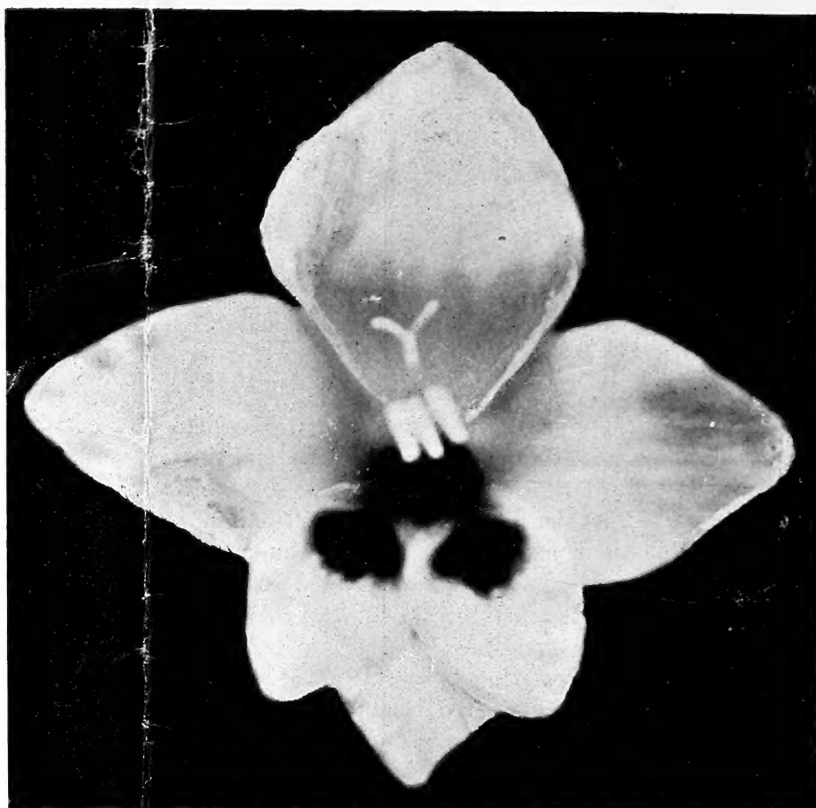
As a cut flower they are far superior to any other summer bloom, either for lasting qualities or for the various uses in which they can be employed. Florists cannot afford to be without a good supply for their own retail use or to fit in with their other market crops, as the blooms come at a time—July, August and September—when there is not much else available for florists' work. For a continuance of bloom plant the three first sizes, Nos. 1, 2 and 3, early in season, and better results will be obtained than if large bulbs are planted at different dates. Early planting, to secure a good start before the heat of early summer, produces better flowers and consequently better bulbs in the fall. In planting three sizes all at one time, No. 1 will bloom first, No. 2 next and No. 3 last, keeping up a continual supply of flowers from middle of July until frost. Note following popular prices.

CLOVENA MIXED HYBRID GLADIOLI

	Doz.	100	1,000
No. 1 Bulbs, 1 in. and up to 1 $\frac{3}{4}$ in. in diameter.....	\$0 22	\$1 55	\$14 00



Type of Rose Ground, found in Class B Clovena Hybrid Gladioli



Type of White Ground, found in Class C Clovena Hybrid Gladioli

	Doz.	100	1,000
No. 2 Bulbs, $\frac{7}{8}$ in. to 1 in. in diameter, strong blooming size...	18	1 15	10 00
" 3 Bulbs, $\frac{3}{4}$ in. to $\frac{7}{8}$ in. in diam., fine blooming size.....	15	95	8 00
" 4 Bulbs, $\frac{5}{8}$ in. to $\frac{3}{4}$ in. in diam., most will bloom	12	75	6 00
" 5 Bulbs, $\frac{1}{2}$ in. to $\frac{5}{8}$ in. in diam., many will bloom.....	10	60	4 50
" 6 Bulbs, $\frac{3}{8}$ in. to $\frac{1}{2}$ in. in diam., many will bloom	10	40	3 00
" 7 Bulbs, $\frac{1}{4}$ in. to $\frac{3}{8}$ in. in diam.,	--	30	2 00
" 8 Bulblets	--	15	1 00

CLOVENA HYBRIDS

In Eight Separate Classes of Colors and Shadings

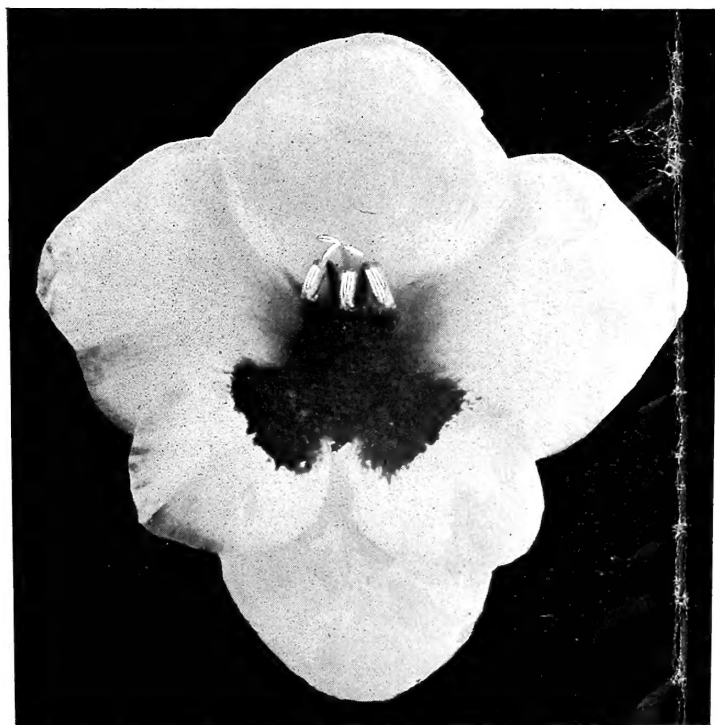
Last summer we divided one field of our Clovena Hybrids into eight classes of ground colors, by going through it daily and placing labels on the blooming stalks, low down near the bulbs, before cutting the blossoms. When harvesting the bulbs each class was kept separate. Each class embraces a wide range of fancy shades and markings of its ground color. We can offer only blooming size bulbs, as labels were attached only to those that bloomed. It should be borne in mind that Clovena Mixed Hybrids contain all the following eight classes in grand mixture.



Type of Dark Striped, found in Class C Clovena Hybrid Gladioli

	Doz.	100	1,000
Class A. Scarlet and dazzling red grounds, in shades and markings.....	\$0.20	\$1.35	\$12.00
Class B. Pink and rose grounds, in fancy shades and markings.....	.22	1.65	15.00
Class C. White in extra fancy shades and markings.....	.40	2.75	25.00

	Doz.	100	1,000
Class D. Salmon and flesh colored grounds in many shades and markings.....	\$0.35	\$2.30	\$20.00
Class E. Yellow and orange grounds in fancy markings and shades.....	.40	2.75	25.00
Class F. Purple, blue, lilac and violet grounds in shades and markings ..	.35	2.50	22.00
Class G. Dark striped and variegated in fancy shades.....	.30	2.10	18.50
Class H. Light and bright striped and variegated in extra fancy shades.....	.35	2.30	20.00

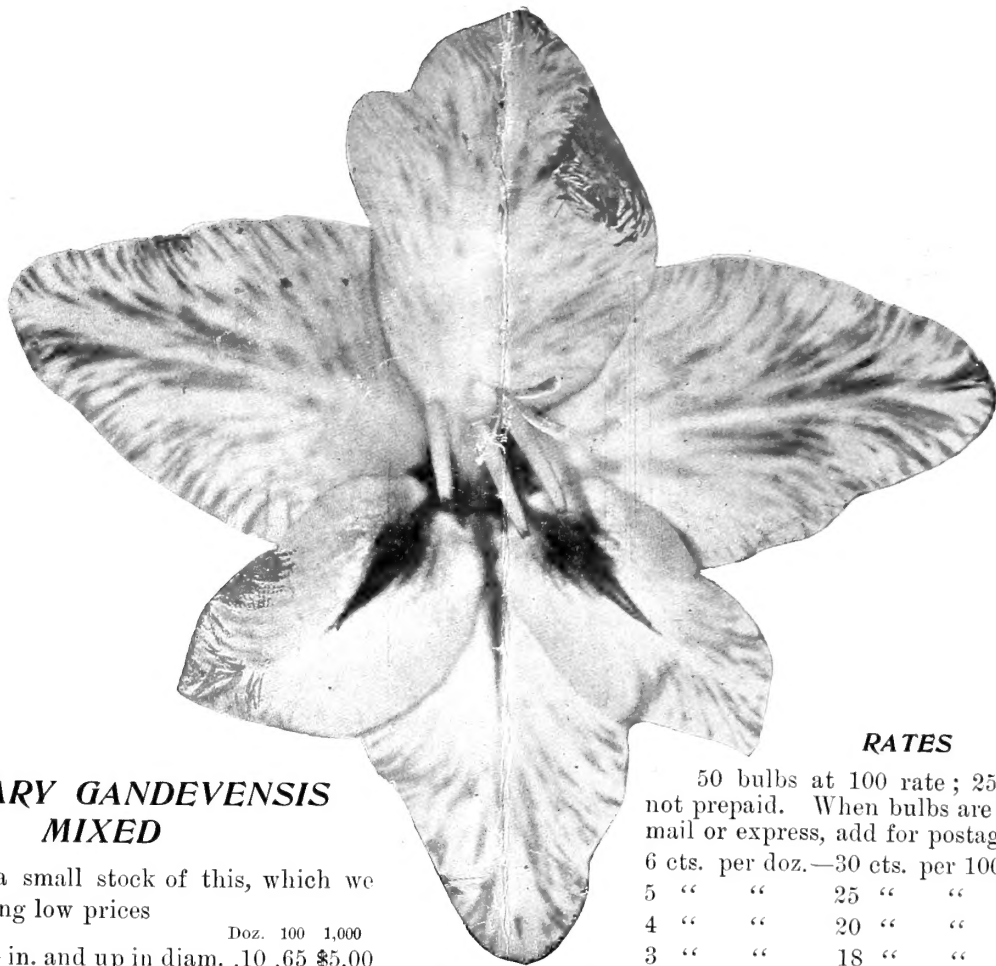


Type of White Ground, found in Class C Clovena Hybrid Gladioli

	Doz.	100	1,000
Brenchleyensis , true, vivid scarlet	\$0.12	\$0.75	\$6.00
May , true, flesh color, flaked and striped daybreak pink.....	.18	1.15	10.00

AMERICAN HYBRID SEEDLINGS

This stock equals if not excels the usual hybrids offered. It contains a great variety of colors and markings, and we offer it at just **half the prices** in all the sizes of Clovena Mixed Hybrids, making it a very desirable stock to buy to sell again, or to grow, or to produce bulbs



ORDINARY GANDEVENSIS MIXED

We have a small stock of this, which we offer at following low prices

			Doz.	100	1,000
No. 1 Bulbs, 1 $\frac{1}{4}$ in. and up in diam.			.10	.65	\$5.00
" 2 " 1 " to 1 $\frac{1}{4}$ "			.10	.50	3.50
" 3 " $\frac{3}{4}$ " to 1 "			.10	.40	3.00
" 4 " $\frac{5}{8}$ " to $\frac{3}{4}$ "			--	.30	2.00
Bulblets				.05	.25

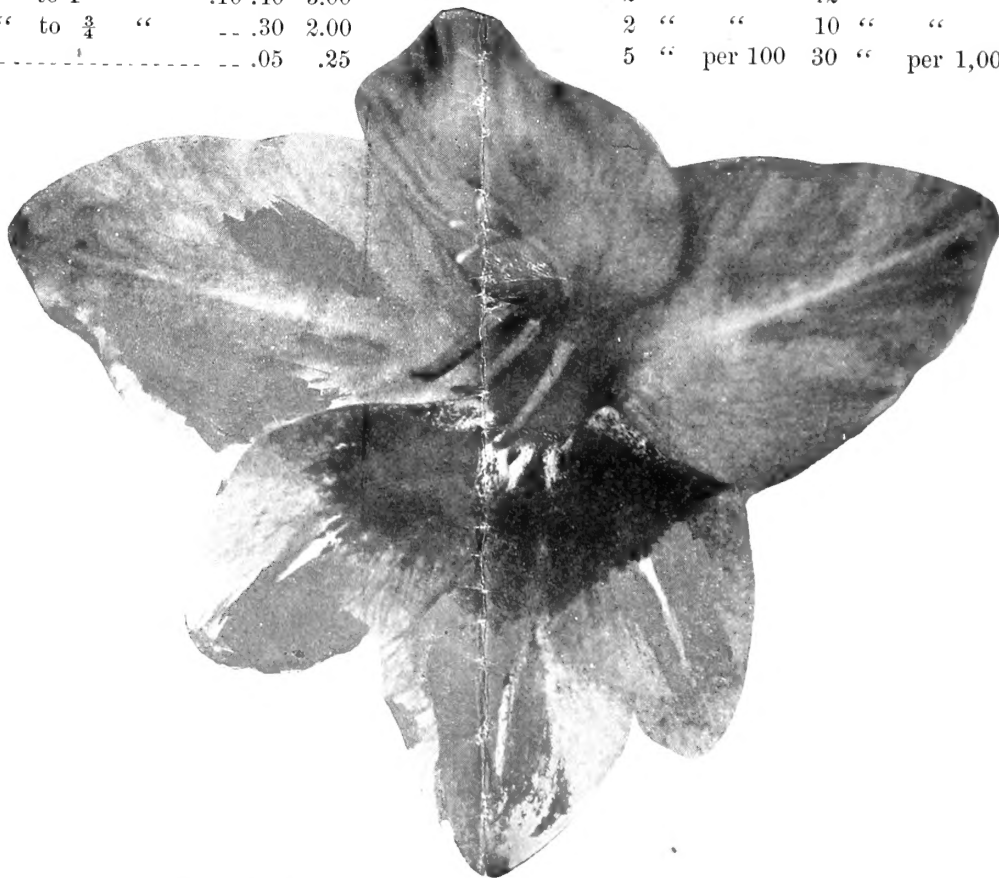
Type of Bright Striped,
found in Class H Clo-
vena Hybrid Gladioli

RATES

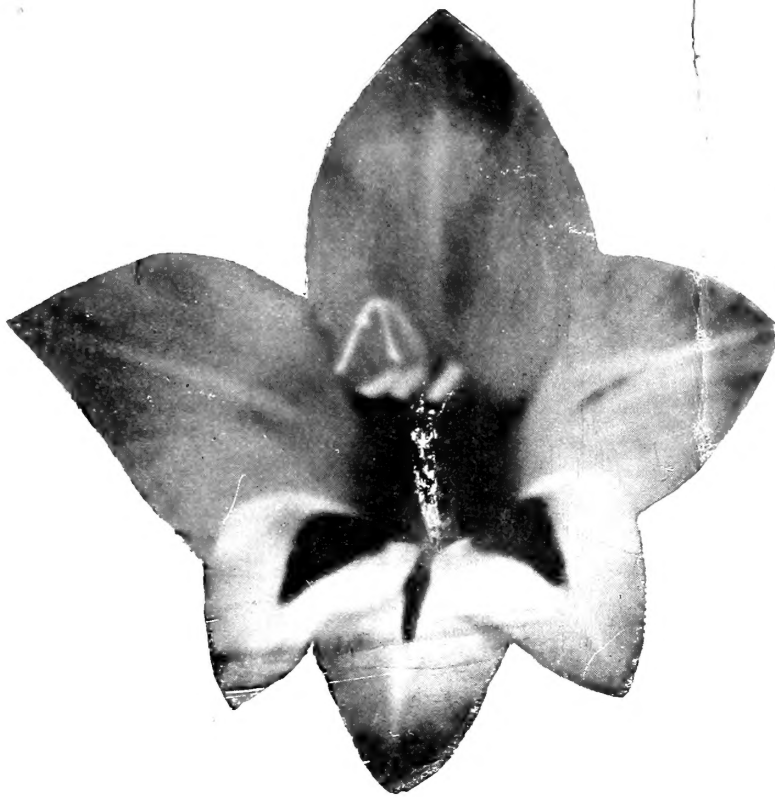
50 bulbs at 100 rate; 250 at 1,000 rate, not prepaid. When bulbs are to be prepaid by mail or express, add for postage:

6 cts. per doz.—30 cts. per 100, to No. 1 size.

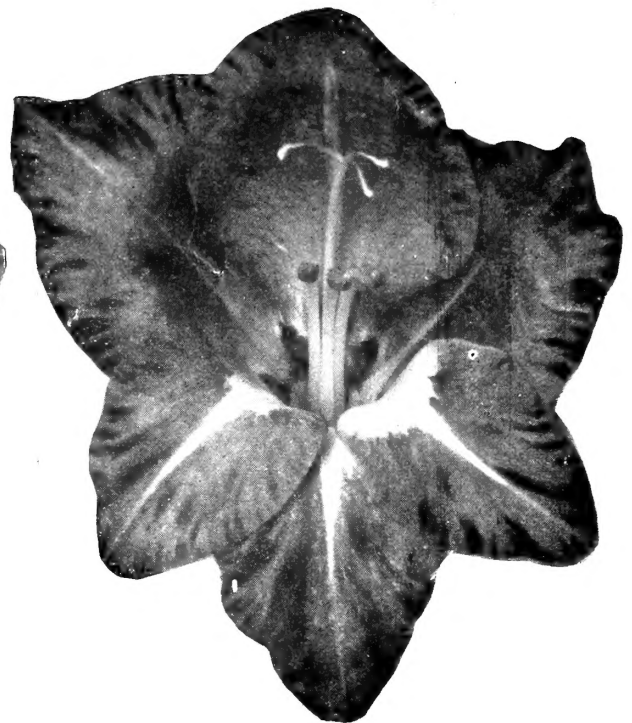
5	"	"	25	"	"	"	2	"
4	"	"	20	"	"	"	3	"
3	"	"	18	"	"	"	4	"
3	"	"	15	"	"	"	5	"
2	"	"	12	"	"	"	6	"
2	"	"	10	"	"	"	7	"
5	"	per 100	30	"	per 1,000	"	8	"



Type of Salmon Ground, found in Class D Clovena Hybrid Gladioli



Type of Blue Ground, Found in Class F Clovena Hybrid Gladioli



Type of Scarlet Ground, Found in Class A Clovena Hybrid Gladioli

MISCELLANEOUS BULBS.

We offer a choice stock of the following varieties at prices worthy of careful comparison :

Caladium Esculentum (Elephants Ears)—all centre shoot — Compare sizes and prices with other houses.

Size	1,000	Doz.	100
6 to 8 inch, fine for potting.....	\$12.00	\$0.20	\$1.35
7 to 9 " extra value	15.00	.22	1.65
8 to 10 " very fine	20.00	.35	2.30
9 to 11 " extra large.....	25 00	.40	2.75

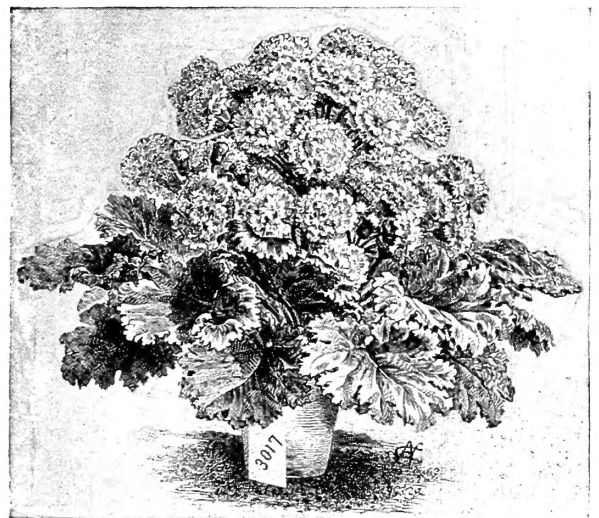
	1,000	Doz.	100
Cinnamon Vines , extra large	\$20.00	\$0.35	\$2.30
Iris, Japanese Kämpferi , choice mixture, grown from named sorts, strong plants65	4.50
Oxalis , mixed sorts and colors.....	1.00	.04	0.15
Pæonia Chinensis , fine double named sorts, extra quality		2.65	20.00
Tuberose , Dwarf Excelsior, Double Pearl, Mammoth Size, 4 inch to 6 inch.....	6.00	.12	.75
Tuberose , Dwarf Excelsior, Double Pearl, first size, 3 inch to 4 inch.....	3.00	.07	.40



1925 **Cineraria Hybrida Grandiflora**, Extra Large Flowering.

Seed saved from prize stock, $\frac{1}{16}$ oz., \$3.00; trade pkt., \$1.00; pkt., 15c.

For other varieties send for our Special Florist Seed List.



3017. **Primula**, N. Y. Special Florist's Blend

This is our own mixture of 22 kinds, including the doubles and novelties. It is the finest Florist's Blend ever offered; it has no rival, and we recommend it to those who require a large assortment. 1,000s., \$1.50; tr. pkt., 35c.; pkt., 10c.

For the most complete assortment of Primula Seed, send for our Special List of Florist's Seeds.

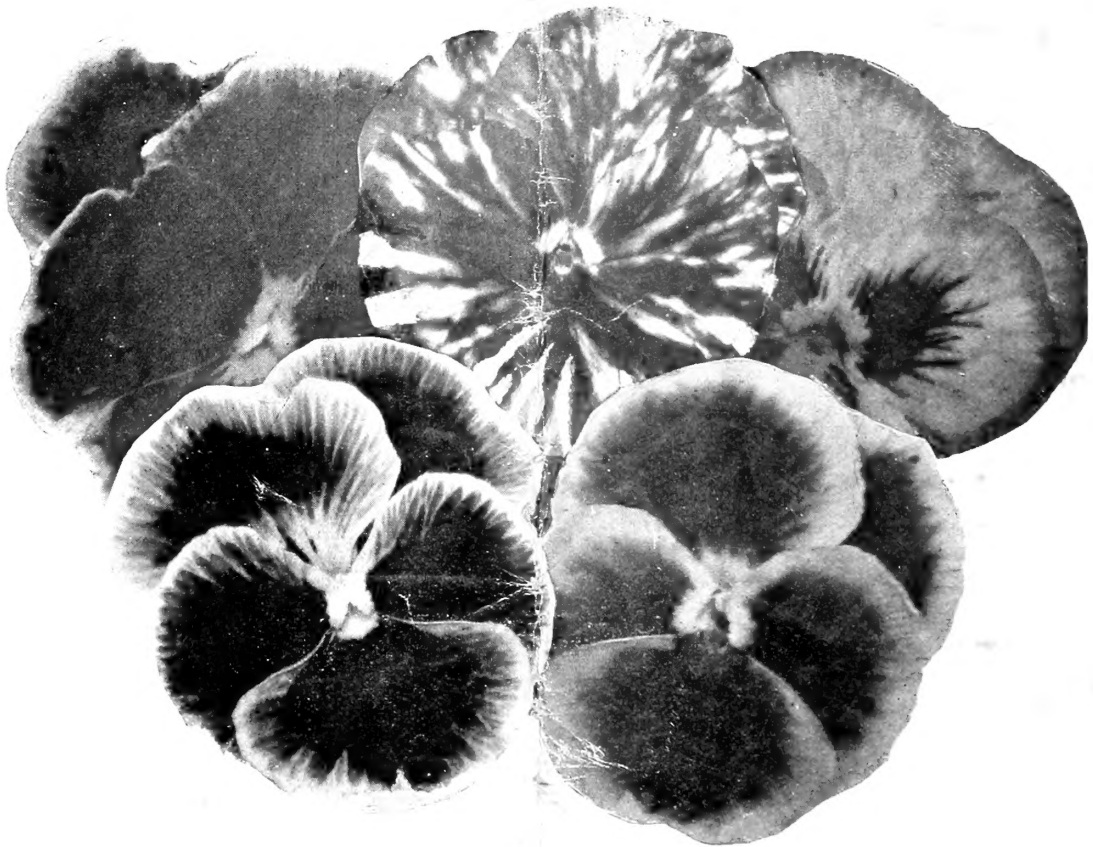
size 5, 50 lb.



Grand Pansy Headquarters

For SEEDS and PLANTS in their Season

SEND FOR SPECIAL PANSY LIST



HALF-TONE FROM PHOTO OF SOME OF THE SUBJECTS FOUND IN

2710.=-New York Improved Fancy Show Blend

For descriptions, see Special Pansy List. Prices, pkt. 125 seeds, 10c.; 2000 seeds, 80c.;
5000 seeds, \$1.60; ounce, \$4.00

New York Market Gardeners' Association

P. O. BOX 1423, NEW YORK